

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



as1  
455  
Reserve

St 155

United States Department  
of Agriculture

Office of Governmental  
and Public Affairs

Washington D.C.  
20250

# USDA Inside USDA Information

Vol. 2

No. 22

April 11, 1980

## TOPICS FOR THIS WEEK

Excerpts from an analysis of the national publications act of 1980...musings about the popularity of FM radio...some reports from here and there...jobs available...and the usual. Read on.

\* \* \*

## WILL PRINTING LAWS CHANGE

The National Publications Act of 1980 has been reported out of the House Administration Committee. It's called H.R. 5424 and would replace Title 44 publishing and printing laws and the Joint Committee on Printing with a National Publications Commission. The commission would issue regulations governing printing and distribution of government publications...have a full-time chairman who would head up a National Publications Office staff of 15 and 6 part-time voting members.

Claude Gifford, GPA, has explained the proposal before and we've given you some details of it in previous issues of "Inside...R." Now Giff has pulled together an analysis of the new act and will be pleased to send you a copy if you'll write him for one.

Six members of the House Administration Committee have filed a minority report in opposition to H.R. 5424. The Printing Industries of America, Inc., also is lobbying against the bill.

The minority report objects primarily to increased costs, the possible effects on contract printing, changes in the Depository Library program and the possible effects on labor arrangements.

\* \* \*

## ON REORGANIZING GPA

As we continue to push to get our work done, we're still sifting and sorting and arranging in GPA's reorganization. We've told you that Kent Miller has come from the Economics, Statistics and Cooperatives Service to help; he's acting chief of the Radio-Television Center. Meanwhile, Larry Quinn is acting chief of the Video-Film Center. As you've noticed, everybody's an actor until positions are firmed up by the department's Office of Personnel.

As soon as possible, there will be additional transfers and moves which we'll announce, and there will be some office changes. That latter action, we believe, will begin to show that the reorganization is in earnest.



The changes have brought some interesting (and predictable) reactions. For instance, when folks in the News Center began answering their phones, "USDA News Center," they sometimes found themselves in a tongue twisting situation. One reporter said, "I forgot what I wanted to ask." Another said, "Wait a minute--I want to face the East."

\* \* \*

MEETINGS GALORE...

April seems to be the month for meetings. We've already reported that SCS inf folks will meet at nearby U. of Maryland April 27-May 2. On April 29-May 1, regional inf officers from New York, Atlanta, Chicago, Dallas and San Francisco will be here. In addition to their regular sessions with the AMS/FGIS/OT, APHIS and FSQS inf directors and their staffs, the regional people will meet with others...including probably Neill Schaller, the Secretary's consumer affairs coordinator, GPA's two "news" centers (News and Media Liaison) and the Radio-Television Center and agency radio specialists to discuss taped and telephone services to broadcasters.

We also have noted that the Newspaper Farm Editors of America will meet in Washington April 20-22...we hear too that Don Muhm of the Des Moines Register & Tribune is the favorite to become the "newspaper farm editor of the year." It will be his fourth time to win the award in its 21-year history.

Then April 28-May 2 is USDA Federal Women's Week. Among activities are three workshops, each presented twice. One will be on "problem solving and decision making," another on "the secretary as a professional" and the third on "management for secretaries." Participants are asked to pre-register, have supervisory approval and select ONE workshop only. Each is to be limited to the first 30 enrollees. Deadline for enrollment is April 16.

\* \* \*

EVANS BACK FROM UNDER

We were pleased to read a detailed article about Jim Evans, U. of Illinois. Jim just returned home after a six-month sabbatical leave which he spent in Australia. The article was in the "IlliniAGRInews," a student publication at the university.

In Australia, Jim worked with the University of Sydney's ag staff and the extension service division of the New South Wales Dept. of Agric. One project he got involved in was to identify areas that would benefit from a computer-based system of information. He also noted that Australia's farm press is "vigorous, with at least 175 commercial publications." In broadcasting, he found that Australia had one of the "strongest rural broadcasting systems" he had ever seen. It's organized under the Australian Broadcasting Commission...a 75 person staff integrates local, state and national farm coverage.

\* \* \*

TO EDIT LEVELLY

You may have heard of "The Levels of Edit" before. It's now in its second edition and is available for \$2 per copy from the U.S. Government Printing Office.



The booklet analyzes the elements of the editorial process, particularly as it can be applied to technical and scientific pubs. Robert Van Buren and Mary Fran Buehler of the Jet Propulsion Lab at the California Institute of Technology, Pasadena, authored it. But get your copies by writing to GPO, Supt. of Documents, Washington, D.C. 20401, using stock number 033-000-pp785-0. And don't forget to enclose your two bucks.

\* \* \*

ARE YOU FM-ING?

Jim Johnson, GPA, thought "Inside..." readers might be interested in a recent article he read about in the "Washington Star." The article pointed up the increasing popularity of FM radio... saying that according to Arbitron (a national broadcast surveyor), Washington for the last 4 years has had the greatest percentage of FM listeners of any major metropolitan market. (Dallas-Ft. Worth was second.)

Last year, FM stations in the Washington area commanded 61.9 percent of the local radio audience.

Even so, the trend to more FM listenership is taking place all over the country. Jim recommends that we might all take a second look at FM stations as outlets for our stories...especially if we've discounted the value of FM stations in the past.

\* \* \*

SOME VALUES OF TRAVEL

If you're having to cut back on travel, remember this little story.

Marci Memolo, GPA, recently went to Nebraska to attend a grasshopper information meeting sponsored by the Animal and Plant Health Inspection Service. Information officers, entomologists, control personnel and others from 17 states--about 20 people--attended. Marci found the trip most productive...she learned more about the grasshopper program, got enthused by being able to talk directly to the program people...quite a bit different than merely working on a press release only from the tiny desk she occupies normally.

Then there were some bonus items...meeting a dry-land wheat farmer who had accompanied his wife to a teacher's meeting at the motel and who didn't know there was even a grasshopper problem in Nebraska. (He sat in on the meeting...and had some strong comments...plus wondering how bureaucrats in the federal government could be so onery when those there at the meeting were so nice!)

Always inf has to take its share of cuts when there are travel crunches, but there's probably no better way for inf people to keep in tune with what's going on than to travel. Some folks even go further by saying inf people can't do an effective job without travel.

\* \* \*



WHATEVER HAPPENED TO...We note that Jean Brand, former SEA publications type, now is organizing a Title XII Source Book for an outfit called the Board for International Food and Agricultural Development. The Source Book will detail educational and training resources in agriculture, home economics and natural resources at Title XII Registry Institutions. The information should be useful to prospective students from less developed countries, AID missions and those helping to plan the student study programs. The book will be in seven volumes and will be made available through AID (Agency for International Development), Washington, D.C. 20523.

\* \* \*

W. VA. REPORTS

From West Virginia U., via Dennis Godfrey, comes another annual report...actually it's what Dennis calls the first from the Center for Extension and Continuing Education.

Joe Fasching designed, researched and wrote the report. Many of the pictures came from those in the files...since next year's report is already in the planning stage new photos are being planned for the next one.

Copies are being sent around to other land-grant offices...  
Dennis says he'll welcome comments.

\* \* \*

GREEN MOUNTAIN  
GARDENER

Bill Soule, U. of Vermont, sent us "the first column in our annual Green Mountain Gardener series." He didn't say how long the column has been going, but he did say, "hasty research into our files indicates this column may be one of the longest running extension service features in the country."

The column will run on various topics weekly until just before Christmas. Authors vary from column to column.

\* \* \*

FOREST SERVICE  
OPENING

Forest Service is advertising for an inf specialist, GS-9, to be located at the Forest Products Lab in Madison, Wisconsin.

Needed is someone who can make specific audiences aware of the nature, scope and value of the lab's research activities. The individual hired will be expected to use all media and needs at least 5 years experience in information and communication.

Closing date for applications is March 21. Contact the USDA Forest Service, Forest Products Lab, P.O. Box 5130, Attn: Bob Kramer, Madison, Wis. 53705 or call (608) 257-2211. Ask about vacancy number FP-005-80.

